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### Focus Group Market Test Results

#### The Meadows at Sullivan County

There were thirty-seven focus group participants in three groups. This is a very good number, but somewhat less than originally signed up due to the need to reschedule. The participants were very actively involved in this process, and quite interested, as noted by their written comments.

An anomaly was noted that may be somewhat reflective of Sullivan County seniors in general: approximately one-third (12) were higher income/assets, one-third (12) were middle income/assets, and one-third (13) were lower income/assets. This was an arbitrary designation (upper: all homeowners, \$47,917 average income, \$236,250 average estimated home value, \$700,000 average estimated net assets; middle: 92% homeowners, \$29,167 average income, \$149,545 average estimated home value, \$316,250 average estimated net assets; lower: 31% homeowners, \$20,385 average income, \$68,600 average estimated home value [many mobile homes], \$58,000 average estimated net assets).

The upper group could clearly afford the Meadows costs, while the middle group might have to make some choices (like one-bedroom vs. two-bedroom). The lower group would most likely need assistance with at least the entry fees. Some of the focus group responses were varied relative to the income and asset levels. We will comment upon these differences when relevant. The complete focus group results with comments are attached. A summary evaluation of the results by questionnaire section is provided on the following pages.

1. **General Comments**

- ✓ 54%% ranked Sullivan County Health Care above average/superior. 83% of the "upper" group gave a rank of above average/superior, while 69% of the "lower" group gave a rank of average. The differences were approximately the same when comparing SCHC with other similar programs and facilities.
- ✓ 76% felt that sponsorship by Sullivan County, or a related non-profit entity, would be beneficial to the success of the new senior living community. The "upper" and "middle" groups had this at 83%.

2. **Planning Considerations**

- ✓ 65% ranked the proposed site at the County Complex as above average/superior. The "upper" group gave the site a 75% favorable rank. Many "advantages" and "disadvantages" were listed.
- ✓ 49% ranked a possible alternate site on Maple Avenue as above average/superior. 23% of the "lower" group found this site to be below average.
- ✓ The majority were either undecided, or felt that the Maple Avenue site would better attract seniors from out of the area or from nearby towns and communities.
- ✓ 100% feel that a full continuum of care would be highly preferable or preferable.
- ✓ 97% feel that priority admission to Sullivan County Health Care for nursing or rehabilitative care would be highly preferable or preferable.
- ✓ 92% feel that an initial local preference would be highly preferable/preferable.
- ✓ 78% view a one-bedroom apartment as highly preferable/preferable, and 55% see a two-bedroom apartment as preferable/highly preferable. 81% find a studio

apartment to be not preferable. Both the "middle" group (75%) and the "upper" group (66%) rank the two-bedroom more favorably.

- ✓ 100% feel that the "community" style with apartments all under one roof is highly preferable or preferable. 76% feel that a two-story plan would be preferable or highly preferable.
- ✓ 86% prefer or highly prefer optional covered parking, and 78% feel that garages at a higher cost are not preferable.
- ✓ 89% view an exercise and fitness room as highly preferable/preferable. 84% would also like a swim spa.
- ✓ 100% feel that the "Aging-in Place" senior living community plans are highly preferable or preferable, and 100% feel that the typical apartment floor plans are acceptable/highly acceptable.
- ✓ 78% view resident entry fee funding of \$95,000-\$215,000 (preliminary estimate) as preferable or highly preferable, while 68% see full rental with mortgage interest payments as not preferable. Not surprisingly, the "upper" and "middle" groups were 100% in favor of entry fee financing.
- ✓ 79% view the monthly fees (\$1,450 preliminary estimate with assisted living add on) as preferable/highly preferable. This ranking was 100% with the "upper" group, and 84% with the "middle" group.
- ✓ 97% view supported residential care (assisted living) licensure and Medicaid certification as preferable or highly preferable.
- ✓ 97% feel that a scholarship fund would be highly preferable or preferable, and 79% feel that the fundraising potential would be moderate to high.

- ✓ 92% feel that the response to a \$1,500 priority deposit campaign would be high to moderate.
- ✓ 84% would be interested or highly interested in a future residence decision for themselves or a family member.

### 3. Personal Information

- ✓ 73% of the participants are female, and 27% male.
- ✓ 46% are married, and 35% are widowed. The average age is 74, and reflects the average age that we normally see for communities of this type.
- ✓ 73% are homeowners, with 81% residing in Claremont. 96% of the "upper" and "middle" groups are homeowners. 100% of the "lower" group reside in Claremont.
- ✓ The average reported net income was \$32,163, and the average estimated home value was \$171,467. Variances among the income and assets groups were previously noted.
- ✓ The average market value of net assets (including estimated home) was \$382,544, and this varied significantly among the three income/asset groups as noted.
- ✓ 27% would consider themselves or a family member as a potential resident, and 54% are undecided. 42% of the "upper" group view themselves or a family member as potential residents, and 50% are undecided.
- ✓ Comments were generally positive about the focus group process, and raised other issues as well.

The overall response from the focus group participants was clearly positive, with strong support for the site, sponsor, funding method, and aging in place concepts. This gives a

very strong impetus for the proposed senior living community. This is supportive of the business plan as previously submitted. Consideration will have to be given to the preferences of the "upper" and "middle" groups, with an emphasis on fund development to assist interested potential residents from the "lower" group.

## "THE MEADOWS" FOCUS GROUP

The following items pertain to planning options and considerations for the proposed Independent and Assisted "Aging-in-Place" Senior Living Community. Please feel free to raise questions or to discuss any item. Please answer all questions. There is space for comments below each item.

### GENERAL COMMENTS

1. To the best of your knowledge, what is the reputation of Sullivan County Health Care?

<u>4 (11%)</u>	Superior	<u>16 (43%)</u>	Above Average
<u>16 (43%)</u>	Average	<u>1 (3%)</u>	Below Average

2. Relative to other similar programs and facilities, how would you rank Sullivan County Health Care?

<u>4 (11%)</u>	Superior	<u>12 (32%)</u>	Above Average
<u>20 (54%)</u>	Average	<u>1 (3%)</u>	Below Average

**"Don't know how to compare."**

**"My husband was in the Alzheimer's unit, and had excellent care."**

3. Would sponsorship by Sullivan County, or a related non-profit entity, be beneficial to the success of the new senior living community?

<u>28 (76%)</u>	Yes	<u>          </u>	No	<u>9 (24%)</u>	Undecided
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**"Depends upon the political aspects."**

### PLANNING CONSIDERATIONS

There are a variety of program and facility options. Please review and compare the choices described on the following pages:

4. The most likely site for the Independent and Assisted "Aging-in-Place" Residence is on the Sullivan County campus. This parcel has about 6 acres. Would you consider this site to be:

<u>6 (16%)</u>	<u>Superior</u>	<u>18 (49%)</u>	<u>Above Average</u>
<u>11 (30%)</u>	<u>Average</u>	<u>2 (5%)</u>	<u>Below Average</u>

Advantages: "If road repairs are done."

"Rural setting."

"Proximity to existing care facilities."

"This would be a stepping stone to the nearby nursing home."

"Out in the country."

"Nursing home very handy."

"We own the land, room to expand, close to spouse in nursing home."

"Near established nursing home, and sharing of services (PT, OT)."

"Nearness to the current home, and expansion possibilities."

"Space to have a park and walking area."

"Quiet setting, and near helpful facilities."

"Medical facilities already close by. Nice location-picturesque."

"Land already owned by county."

"Not too far out if you like the country."

"Lots of room to expand. Near nursing and rehab."

"Nice views."

"Beautiful area—away from congestion and traffic."

"Proximity to services—lower cost."

"Air quality, views, close to county home."

"Not far from Claremont. Country setting."

"Close to services. Land ownership."

"Near rehab services. Less costly than other sites."

"Space. Near Sullivan County Health Care."

"Country setting. Quiet and peaceful, plenty of open space."

Disadvantages: "Travel time."

"Accessible to walk to services."

"Distance from Claremont and commerce."

"Road can be an issue in inclement weather."

"Some would need transport to Claremont for different activities."  
 "So many would have family to visit."  
 "Too far from shopping, doctors, hospital."  
 "A sense of not belonging to the community of Claremont."  
 "Distance from Claremont, and near to county jail."  
 "Distance from Claremont."  
 "Out of town driving."  
 "Transportation."  
 "Travel for family could be difficult."  
 "Distance from stores and other activities."  
 "Too out of the way. Inconvenient for visitors, shopping, banking."  
 "Resistance from town. Groceries, stores."  
 "Too far out."  
 "Transportation. Flood zone?"  
 "Too far from city. Distance to Claremont could be a problem."  
 "Its close to nursing home facility."  
 "Not as close to city services—more normalized lifestyle."  
 "Distance from town, road condition."  
 "Too close to the prison."  
 "Would need bus service."

5. An alternate site may be on Maple Avenue in Claremont near the Claremont Senior Center.  
 Would you consider this site to be:

<u>7 (19%)</u>	Superior	<u>11 (30%)</u>	Above Average
<u>16 (43%)</u>	Average	<u>3 (8%)</u>	Below Average

Which site would better attract seniors from nearby towns and communities?

<u>7 (19%)</u>	County Campus	<u>16 (43%)</u>	Maple Avenue	<u>14 (38%)</u>	Undecided
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Which site would better attract seniors from out of the area, but who have adult children or other relatives in Sullivan County or the Greater Claremont area?

<u>6 (16%)</u>	County Campus	<u>15 (41%)</u>	Maple Avenue	<u>16 (43%)</u>	Undecided
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6. In addition to independent living, this senior community would offer aging-in-place services such as dining, housekeeping, transportation, and personal care and assisted living services. Would you consider this full continuum of care to be:

24 (65%) Highly Preferable 13 (35%) Preferable            Not Preferable

**"Please include a hair salon."**

**"Jacuzzi tub."**

7. Would an arrangement to have priority admission to Sullivan County Health Care for rehabilitation or nursing care be:

23 (62%) Highly Preferable 13 (35%) Preferable 1 (3%) Not Preferable

8. It is anticipated that initial preference would be given to local residents and their immediate relatives (parents, brothers, sisters). Would this local preference be:

22 (60%) Highly Preferable 12 (32%) Preferable 3 (8%) Not Preferable

**"For all of Sullivan County."**

There may be studio, one-bedroom and two-bedroom apartments. Please refer to the typical floor plans.

9. Would you find a one-bedroom apartment to be:

18 (48%) Highly Preferable 11 (30%) Preferable 8 (22%) Not Preferable

**"More cost effective than two bedroom."**

**"For many, a one bedroom is fine, but I would not choose that."**

10. Would you find a two-bedroom apartment to be:

8 (22%) Highly Preferable 13 (35%) Preferable 16 (43%) Not Preferable

11. Would you find a studio apartment to be:

2 (5%) Highly Preferable 5 (14%) Preferable 30 (81%) Not Preferable

**"Too small."**

**"It would depend upon the individual who was occupying the space."**

12. The design would be a "community" style with apartments and common areas all under one roof for easy access even in inclement weather: Would a "community" plan be:

27 (73%) Highly Preferable 10 (27%) Preferable            Not Preferable

**"I think a one floor garden apartment would be excellent."**

13. A "community" plan would permit having some apartments on an upper floor, with access to services and the outdoors via an elevator. Would a two-story plan be:

13 (35%) Highly Preferable 15 (41%) Preferable 9 (24%) Not Preferable

14. Parking might include covered spaces at an optional additional monthly fee. Would this approach to parking be:

12 (32%) Highly Preferable 20 (54%) Preferable 5 (14%) Not Preferable

15. Another option might be garages at a higher cost. Would this approach be:

2 (6%) Highly Preferable 6 (16%) Preferable 29 (78%) Not Preferable

16. An exercise and fitness room has been proposed, with high quality treadmills and handicapped accessible arm and leg lifecycles. Would this concept be:

16 (43%) Highly Preferable 17 (46%) Preferable 4 (11%) Not Preferable

Would a swim spa be a good addition:

31 (84%) Yes 1 (3%) No 5 (13%) Undecided

17. Overall, do you feel that the "Aging-in-Place" Senior Living Residence plans are:

20 (54%) Highly Preferable 17 (46%) Preferable            Not Preferable

18. Overall, do you feel that the typical apartment floor plans are:

16 (43%) Highly Acceptable 21 (57%) Acceptable            Not Acceptable

19. It is anticipated that project funding may come from resident equity (entry fees), based upon project cost. Residents (or their estates) would receive a 90% refund upon occupancy by a new resident. Total costs might be \$95,000 (studio), \$155,000 (one-bedroom), and \$215,000 (two-bedroom). Would this method of funding be:

12 (32%) Highly Preferable 17 (46%) Preferable 8 (22%) Not Preferable

20. An alternate method of funding might be full or partial rental. Interest payments for the additional mortgage could add approximately \$6,200 - \$14,000 to each resident's annual charges. Would this method of funding be:

1 (2%) Highly Preferable 11 (30%) Preferable 25 (68%) Not Preferable

**"Not preferable—but I believe that this should be available."**

21. Monthly fees (with equity funding) might be approximately \$1,450 for maintenance, management, plowing, common area costs, meals, housekeeping, emergency call service, and so forth. "Aging-in-place" assisted services (personal care assistance, medication management) would be an added cost (perhaps \$500 - \$900 per month) depending upon the level of service. Would this monthly fee arrangement be:

4 (11%) Highly Preferable 25 (68%) Preferable 8 (21%) Not Preferable

22. The Meadows would be licensed for Supported Residential Care (assisted living) and be Medicaid certified for qualified residents. Would this be:

17 (46%) Highly Preferable    19 (51%) Preferable    1 (3%) Not Preferable

23. A scholarship fund has been proposed to safeguard residents who suffer an unexpected financial reversal, or to assist local residents with insufficient funds who might not otherwise qualify for Medicaid assistance. Would such a fund be:

20 (54%) Highly Preferable    16 (43%) Preferable    1 (3%) Not Preferable

24. Would the response to a fundraising appeal for the Scholarship Fund be:

4 (11%) High    25 (68%) Moderate    8 (21%) Low

25. Early in the development, interested potential residents would be asked to provide a refundable \$1,500 priority deposit and would be assigned a priority number to select an apartment. Would you expect the response to be:

18 (49%) High    16 (43%) Moderate    3 (8%) Low

26. The independent and assisted living "aging-in-place" senior living community would provide privacy and independence in each resident's own apartment, along with the security of aging-in-place services and priority admission to Sullivan County Health Care if needed. Relative to a future residence decision for yourself or a family member, would you be:

13 (35%) Highly Interested    18 (49%) Interested    6 (16%) Uninterested

## PERSONAL INFORMATION

The questionnaires are anonymous (no names required) and all information is confidential. The following information will help us evaluate your responses and assist in planning.

27. Are you:

10 Male      27 Female

17 Married      13 Widowed      7 Single

27 Homeowner      9 Renter      1 Reside with a Relative

**Average Age: 74**

28. Do you reside in:

30 Claremont

2 Charlestown

0 Newport

5 Other (Please List) **Cornish, Acworth, Unity**

29. What was your approximate net income from all sources before taxes last year?

**Average: \$32,163**

30. If you are a homeowner, what is the approximate value of your home?

**Average: \$171,467**

31. If you are a renter, what is your monthly rent (including utilities)?

**Average: \$337**

32. Please estimate the market value of your net assets (including home) from all sources.

**Average: \$382,544**

33. Would you consider yourself or a family member to be a potential resident of The Meadows?

10 (27%) Yes      7 (19%) No      20 (54%) Undecided

34. Would you or a family member consider moving to The Meadows within the next five years?

4 (11%) Yes    6 (16%) No    27 (73%) Undecided

Other comments:

"The need for options is important. Thank you for your attention to this issue."

"Thanks for your patience with my questions and comments!"

"Glad to have the opportunity to hear this presentation."

"Feel some type of senior living community would be good in the Claremont area."

"Good facilitator."

"Becoming a resident of the Meadows will be dependent on the style and set-up."

"This is very reasonable compared to other communities that I have visited."

"Good presentation."

"Very informative and well explained."

"Excellent presentation by Pulling."

"A little on the expensive side."

"Very interesting!"

"Your presentation was educational."

"Gives us a lot to think about for our future years."

"Very nice Presentation."

"This area really needs the Meadows."

"Seems interesting as an alternative depending on the funding sources."

"Good alternative when I can't get along where I am."

"This was not what I expected from the message."

"This was very interesting."

"Wonderful idea for people who can afford it."

"This would be an asset to the community."

"There are many in Sullivan County who would utilize these services."

"Residents of Sullivan County should have first priority."

"Reality of what I can pay is uppermost for me."

Thank you for your participation!